

Revolutionizing the Concept of Service with Ivanti Service Desk



Profile:

Provides centralized IT management, optimization and process control, consulting, and support to such international retailers as Burger King, KFC Italia, and Johnny Rockets

Location:

Italy

Industry:

Service for retail

Website:

www.gambabruno.it

Solutions:

- Ivanti® Service Desk

Key Benefits to Gamba Bruno :

- Improved control and measurement
- 20-percent reduction in the total number of incidents
- Improved productivity and efficiency
- Decrease of average spend per incident

Established over 50 years ago, Gamba Bruno provides centralized IT management, optimization and process control, consulting, and support through Ivanti® Service Desk. Over the years, the company has expanded its horizons from Lombardy in northern Italy to the entire Italian national territory. Today Gamba Bruno has more than 80 employees and manages over 5,000 retail stores, as well as important partnerships, through which it is able to meet every need of the point of sale, from the front-end to the back office.

The Transformation Project

Gamba Bruno owes its success to significant expertise in the retail world. It recently embarked on a process of internal transformation, driven by rapid market evolution in 2016, and determined to focus more on the application of support and services.

The company’s initial step was to provide a high level of hardware support. Today, as a result of the transformation, Gamba Bruno is positioned as a reliable partner for the development of customized solutions, 360-degree business processes, efficiency improvements, and cost optimization. Since becoming a Premier Partner of NCR, the company has gained the exclusive distribution of Aloha, the leading software platform for the hospitality, catering, and cafeteria industries. With the distribution rights to the software, it became necessary to launch a new business line that would vertically integrate processes with necessary technical and commercial skills.

Says Alfredo Fabbri, General Director of Gamba Bruno: “The process of restructuring and reorganization that we started in 2016 aligns with the mission of the company, which is essentially to serve as a global retail partner in the broadest sense, not just for large, organized food and non-food distribution, but also embracing fashion, luxury, jewelry, and perfumes.”

Goals of the Project

The team needed to identify what services were already offered to customers that could be managed in a more automated way. The two services that traditionally represented the flagship of Gamba Bruno were the Help Desk (with its first, second, and third levels of assistance) and On-site Maintenance.

Says Alfredo Fabbri, "These were the two main necessities: 1) to ensure more and more time coverage of our support services, utilizing a scalable structure that would meet industry needs; and 2) to review the concept of service itself.

"If in the past we talked about Help Desk, today we are able to deliver Service Desk, pursuing mainly three macro objectives: 1) reducing the number of calls; 2) reducing the lead time of the entire chain; and 3) increasing efficiency in incident resolution by monitoring each employer's answering time. These goals include cost reduction, service scalability, and the opportunity for us to deliver new services."

"The Ivanti tool has allowed us to industrialize our services, giving us more time to devote ourselves to new business."

— **Alfredo Fabbri**
General Director

The Solution

Gamba Bruno chose Ivanti Service Desk for IT service management (ITSM). The solution acts as the unique point of reference for customers to manage any issues affecting store management.

Mr. Fabbri comments: "Thanks to the Ivanti Service Desk solution, we have today the ability to track SLAs from call dispatching to the management of the entire call cycle. We're able to provide for the overall management of the service desk service in Italy.

"During our search of software vendors, we aimed at solutions that would allow us to cover a highly differentiated target with a top level of service, from the smallest to the largest customers. This also involved expanding our service desk service even to our customers' customers. This has always been one of our objectives, and with the new platform today we can do it—all while reducing the total number of calls and activating a more efficient process of global structured resolution."

Results

Factors such as SLA measurements, detailed incident and request tracking, and problem management are what led Gamba Bruno to deploy Ivanti Service Desk through a subsidiary company, Timeware. Doing so has significantly reduced the number of incidents through identifying problems from the incidents themselves and coupling them with an immediate resolution.

Gamba Bruno has witnessed a number of benefits in terms of productivity and efficiency improvements, along with a decrease in the average cost per incident. Today the company can create various logical lists following the receipt of support requests: a first-level support view, a second-level support view, a commercial view, a type of marketing view, and finally, a more technical view.

"The Ivanti tool has allowed us to industrialize our services, giving us more time to devote to new business, says Alfredo Fabbri. "Ivanti technology has also helped us in reviewing processes. It has convinced all of us—the technical advisors and business management."

Gamba Bruno has more than 80 employees that are divided between the headquarters in Bergamo that encompasses more than 2,500 m² including warehouses and offices, and the Milan branch. The sales force covers the entire Italian territory. Today the company manages over 5,000 retail stores.

Learn More

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